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ATARI REAFFIRMS ITS DEDICATION TO INNOVATION

LAS VEGAS, NEVADA -- In the aftermath of a hectic Christmas season, Atari has rededicated its company's human resources to provide retailers with a plentiful product line years ahead of its time -- all the time.

"Even with the tremendous consumer interest in home video games, we could not anticipate or fill immediately in every case, retailer orders for our programmable systems and cartridges this holiday season," commented Joe Keenan, President of Atari. The easy way out, he said, would have been for Atari to simply upgrade or vary slightly its existing games from early 1977 -- and still maintain its industry - leading position.

"The fact is that home video computer systems and cartridges are here to stay and will one day become as integral a part of home entertainment as the stereo. Therefore, we feel an obligation to extend the state-of-the-art in every imaginable way," Keenan said.

In 1977, Atari developed 200 different games and provided mandatory quality assurance testing in the firm's Sunnyvale's headquarters.

Keenan outlined Atari's six commitments to retailers which he feels will mean a new level of consumer awareness and patronage throughout the new year.

-- Atari will continue to invest heavily in technology aimed at making the television set a source of entertainment, education and information.

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-- More game cartridges throughout 1978 including those introduced at the CES Convention, Starship II TM, Concentration TM, Codebreaker TM, Hangman and Outlaw - which will help build and expand sales in 1978.

-- New products like the moderately - priced Game Brain, new cartridge programmable which contains some of the most popular Atari video games. This includes Ultra Pong TM, Breakout TM, and Stunt Cycle TM -- all sure to increase market potential.

-- In-store detailing will be provided by special Atari teams in 20 of the country's largest markets. They will help demonstrate Atari games and make sure inventory is responsive to consumer demand.

-- In-store displays will provide colorful counter-units, literature, floor displays, continuous reel color/sound film demonstrators - all designed to self-sell Atari games without utilizing in-store personnel.

-- National advertising will include a full-range of coop programs - heavy network, spot television and radio, mats and print media to saturate the consumer market.

"Our commitment is to provide the most comprehensive marketing support for Atari's innovative and highly profitable video lineup -- and that's a year-long promise," Keenan noted.

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